

I. GENERAL INFORMATION

1. SOLICITATION NUMBER:	SOL:72030618B00001
2. ISSUANCE DATE:	October 19, 2017
3. CLOSING DATE/TIME FOR RECEIPT OF APPLICATIONS:	November 1, 2017 no later than 16:30 Kabul time
4. POSITION TITLE:	Senior Development Outreach and Communication Specialist (Advisor)
5. MARKET VALUE:	GS-14 (\$88,136 - \$114,578) Final compensation will be negotiated within the listed market value.
6. PERIOD OF PERFORMANCE:	The period of performance is one year, with the possibility of extensions.
7. PLACE OF PERFORMANCE:	USAID/Afghanistan
8. WHO MAY APPLY:	United States Citizens*
9. SECURITY LEVEL REQUIRED:	As an employment pre-condition, the successful applicant is required to obtain a Secret clearance

10. STATEMENT OF DUTIES:**1) General Statement of Purpose of Contract:**

USAID/Afghanistan is the largest Mission in the world and manages one of the most complex development programs in one of the most demanding environments. The program, with a multi-billion dollar portfolio, includes a broad range of activities including agriculture, economic growth, education, government-capacity building, health, infrastructure, and women's empowerment. USAID/Afghanistan shares its messages with various audiences in many ways including public information and publicity materials prepared for general audiences and visitors; story placement with local and international television, radio, print and other electronic media; and Outreach programs and events, such as public affairs campaigns and public events.

The Senior Development Outreach and Communications Specialist (Advisor) manages a wide range of public information and outreach activities in support of USAID/Afghanistan's programs and objectives, targeting information to specific audiences in both the United States and Afghanistan in accordance with the Mission's public strategy.

This position requires close collaboration with the Embassy Public Affairs Section, Mission Director and Deputy Mission Directors, and Mission Program and Technical Offices and staff the Department of State, the Legislative and Public Affairs Office (LPA) in Washington, D.C. and numerous other contributors to USAID communications and serves as an advisor on public-information, news- media relations, and outreach matters.

The incumbent builds and maintains relationships with international and local media entities, and public outreach staff of USAID implementing partners. The incumbent must be a strong

*Please see Section 11: Area Of Consideration

writer, editor, media technologist, skilled manager and possess excellent interpersonal abilities. The incumbent coordinates information dissemination, journalism outreach, and public events within the Mission, in collaboration with USAID technical offices, Embassy Public Affairs Office other counterpart offices; and with non-USG organizations. The incumbent drafts and gains approval of the Mission's Communications Strategy.

The incumbent serves as USAID/Afghanistan's primary focal point for foreign journalists and media representatives and he/she may also be assigned responsibility for particular issues of USAID/Afghanistan strategic priorities. The incumbent assesses the journalistic information requirements and ensures these are met by providing the best available information and access to sources designed to provide a balanced picture of the topics or issues the journalists wish to explore and report in relation to USAID/Afghanistan's development objectives. The incumbent develops and maintains close working relationships with individual foreign journalists, media outlets, implementing partners and promotes their understanding of official USAID/Afghanistan's policies and actions. The incumbent also provides information from other sources that help explain American society, institutions, and culture in general to foster greater accuracy and balance in foreign media attempts to interpret, describe, and depict USAID/Afghanistan's strategies and policies. The incumbent provides expert advice and guidance in accessing, validating, interpreting, and applying a wide range of information resources. The incumbent continually reviews Agency policies, guidelines, protocols, literature and surveys to keep abreast of issues, trends, and developments affecting the dissemination of USAID/Afghanistan's information to foreign audiences.

The incumbent reviews the accuracy and adequacy of information provided to the foreign journalists and media who develop material intended for audiences from the Development, Outreach and Communication unit, works to improve the quality of available information resources and develop additional ones in response to specific requests or emergent policy developments.

2) Statement of Duties to be Performed:

Communications Management and Strategic Planning – 50%

The incumbent is responsible for contributing to policies and procedures for Mission communications and outreach that clarify roles and responsibilities within USAID and with other Embassy sections and implementing partners, including templates for various communication tools, standards for creating and finalizing Development and Outreach Communication (DOC) materials, and guidelines for planning and managing events. The incumbent leads development of the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with USAID managers and technical teams, consistent with the Mission development strategy and the overall Embassy communications strategy. The Senior DOC leads in the design of public information products, ensuring that Mission communication products contain appropriate and consistent messages that support the approved Mission communications strategy; and, provides quality control on all print and electronic public information materials such as the external website, organizational brochures and information packets, and briefing books produced by the public relations contractor and other USAID staff.

Media Relations: The incumbent is responsible for Mission media activities; liaising with the Embassy Public Affairs Section (PAS) media team, and working closely with PAS staff

and the DOC team to generate press coverage of USAID activities in Afghanistan. This includes arranging and preparing for press interviews, press conferences, briefings, tours of programs/projects/activities, and interaction with host-country and American journalists. The incumbent tracks USAID/Afghanistan's program/project/activity milestones and events to ensure that appropriate press coverage is provided; advises the Mission Front Office and staff on press outreach priorities, and whether coverage is culturally and politically appropriate; oversees and produces media materials (including news releases, backgrounders, and fact sheets) designed to inform editors and reporters of technical programs/projects/activities and their achievements; coordinates with technical offices and with the Embassy PAS section to produce and release timely, accurate, and useful written material for the host-country and American media; and, advises and works with PAS to expand opportunities for coverage of USAID efforts. The incumbent helps technical offices to define activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site locations for filming.

Public Events and Visitors: The incumbent plans and executes activities to present Mission programs to the public and to VIP visitors, including a range of communications tools and distribution to a variety of audiences. The DOC prepares information for high-level officials to highlight key USAID/Afghanistan programs/ projects/ activities and strategies; and, provides or supervises advance work for planning, including scheduling, coordination with technical teams (and other Embassy sections as appropriate), and overseeing the production of briefing materials and trouble-shooting during VIP visits. For project site visits or events that involve the Ambassador, Deputy Chief of Mission, and/or the USAID Director or Deputy Director, the Senior DOC Specialist ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared, and meet quality standards and time requirements. The Senior DOC Specialist (Advisor) coordinates and consults with technical offices on program/project/activity signing ceremonies or other milestone events, including finalizing press releases and ensuring logistics are handled.

Publicity Materials – 35%

The incumbent is responsible for the production of high-quality print and electronic communications products that translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both Afghan and American. The incumbent serves as editorial director of all published and website materials, including information brochures, special publications, and the USAID/Afghanistan website; manages small public relations contractors as needed in producing graphic designs, written text, photographs and other outsourced products; and, ensures that contractor tasks are completed in a cost effective, high-quality, and timely manner. The incumbent oversees and develops regular and specialized information materials for Washington opinion leaders and audiences, in coordination with the Office of Afghanistan and Pakistan Affairs (OAPA) and LPA colleagues; serves as Mission Point of Contact (PoC) for Agency Branding Graphic Standards, within USAID/Afghanistan and among partners; prepares and keeps current a packet of informational materials communicating Mission strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; ensures that public outreach products include people-oriented success stories that “tell our story” to external and internal audiences, and are politically and culturally appropriate; and, manages the external web site in coordination with the DOC team, ensuring that information is “fresh,” current, and inviting to browsers. Fluency in social media communications and technology is a must, for posting,

developing content, assisting in project designs that focus on social media, producing video, and other tools for communicating with Washington DC and the Afghan public.

Public Events, Activities, and Interaction with USAID Offices and Implementing Partners: 15%

The incumbent represents USAID/Afghanistan at the senior level on public affairs and outreach matters with other branches of the USG, the Government of Afghanistan, the U.S. Military, NATO, other donor nations, the UN, World Bank and other groups and institutions. The incumbent directs and coordinates USAID/Afghanistan's public events, including ceremonies, conferences, openings, and ribbon cuttings. Supervises drafting, editing, and distribution of fact sheets, press releases, and public documents. Manages posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners. The incumbent maintains close contact with USAID Kabul's implementing partners and subcontractors to guide and supervise their communications and media relations.

3) USAID Consultation or Orientation (if applicable):

The selected applicant shall proceed to the Washington, DC area for two weeks of mandatory training to complete the Foreign Affairs Counter Threat (FACT) and the Afghanistan Familiarization (FAM) courses (if FAM was not completed within the past five years and if FACT training did not include the ESCAPE Module) prior to proceeding to USAID/Afghanistan to commence duties as outlined in the statement of work. FACT and FAM are mandatory courses for service in Afghanistan.

4) Supervisory Relationship:

Position supervises and manages a USPSC Deputy DOC Specialist and three Locally Hired Employees (Information Specialist and Information Assistants). The incumbent mentors, trains and builds the capacity of the LES in media communication and public relations.

5) Supervisory Controls:

The incumbent directly reports to the Project, Program and Development Office Director (or his/her designee) with general technical guidance from the Executive Secretariat and the Legislative and Public Affairs Office of USAID/Washington.

11. AREA OF CONSIDERATION:

- Be a U.S. citizen or U.S. Permanent Resident (“green card holder”);
- Submit a complete application as outlined in the solicitation section titled APPLYING;
- Be able to obtain a Secret clearance (if U.S. Citizen), or Medium Risk Public Trust (MRPT) access authorization (if U.S. Permanent Resident);
- Be able to obtain a Department of State medical clearance (Class 1);
- Be available and willing to work additional hours beyond the established 40-hour workweek, including weekends, as may be required or necessary;
- Be willing to travel to work sites and other offices as/when requested;
- Employment is subject to funds availability and all the required approvals obtained.

12. PHYSICAL DEMANDS:

The primary location of work will be on the U.S. Embassy/USAID compound in Kabul, Afghanistan. No special physical demands are required to perform the work.

13. POINT OF CONTACT:

Any questions about this solicitation may be directed to: KblAIDHR@usaid.gov.

Note: No in-person appointments or telephone calls will be entertained.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

In order to be considered for the position, a candidate must meet the Minimum Qualifications. Applications will be pre-screened and only those that meet the Minimum Qualifications will be considered. These are the minimum qualifications necessary to be considered for the position:

- a) **Education:** A Bachelor's degree from an accredited college or university in English literature, Journalism, Media and Communication, International Relations, Public Relations is required. (Educational requirement must be met at the time of application for the subject position.)
- b) **Work Experience:** A minimum of eight years, three years of which in supervisory capacity, of progressively responsible experience in journalism or public diplomacy/outreach covering international affairs or international development or as a sub-editor, editor, or bureau chief is required. The incumbent must have successful demonstrated experience in using social media; organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. The incumbent may be requested to provide written articles and/or materials may be requested. The incumbent should have a demonstrated success organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. (Work experience requirements must be met at the time of application for the subject position.)

III. EVALUATION AND SELECTION FACTORS

The Evaluation Factors listed will be the basis for evaluating and ranking applicants for the position. Applicants will be scored based on the documentation submitted within the application. Applicants must submit a supplemental document outlining their responses to the evaluation factors in order to be considered. Only the highest-ranked applicants will be interviewed.

1. SELECTION PROCESS

After the closing date for receipt of applications, a committee will convene to review applications that meet the minimum requirements and evaluate them in accordance with the evaluation criteria. Applications from candidates who do not meet the minimum requirements will not be scored. As part of the selection process, finalist candidates will be interviewed.

Reference checks will be made only for applicants considered as finalists. The applicant's references must be able to provide substantive information about his/her past performance and abilities. If an applicant does not wish USAID to contact a current employer for a reference check, this should be stated in the applicant's cover letter; USAID will delay such reference checks pending the applicant's concurrence.

2. EVALUATION FACTORS

Those applicants who meet the minimum education and experience qualifications will be evaluated based on the content of their application as well as on the applicant's writing, presentation, and communication skills. On a supplemental document included with the application package, applicants should cite specific, illustrative examples to address each factor. Responses are limited to 500 words (approx. 1/2 typewritten page) per factor. Applicants should describe specific and accurate experience, training, education and/or awards they have received that are relevant to the factor. Applicants should include their name and the announcement number at the top of each additional page. Failure to specifically address the Evaluation Factors will result in the applicant not receiving full credit for pertinent experience.

FACTOR #1:

Outline the management and analytical skills you demonstrated to strategize the design and implementation of a communications strategy.

FACTOR #2:

Articulate an understanding of USAID policy in high-threat security areas and ways in which you would continue to advance the outreach and communications goals of USAID/Afghanistan.

FACTOR #3:

Outline the skills and expertise you demonstrated in team building, internal and external organization collaboration, and cross-cultural communication.

The Evaluation Factors listed will be the basis for evaluating and ranking applicants for the position. Applicants will be scored based on the documentation submitted within the application. Applicants must submit a supplemental document outlining their responses to the evaluation factors in order to be considered. Only the highest-ranked applicants will be interviewed.

3. BASIS OF RATING

Applicants who clearly meet the Education/Experience requirements and basic eligibility requirements will be further evaluated based on scoring of their Evaluation Factor responses. Those applicants determined to be competitively ranked will also be evaluated on their interview performance and satisfactory professional reference checks. The Applicant Rating System is as follows:

Evaluation Factors

Factor #1	25 points
Factor #2	25 points
Factor #3	25 points

Interview Performance 25 points

Interview questions will revolve around the following areas:

- Manage a diverse group of individuals and situations.
- Adapt to change and intense working conditions.
- Manage multiple high-level activities.

Satisfactory Professional Reference Checks – Pass/Fail (no points assigned)

Total Possible Points: 100

IV. **APPLYING**

All applications must be submitted electronically by e-mail with the subject line **SOL:72030618B00001-Senior Development Outreach and Communications Specialist (Advisor)** to: kblaidpscjobs@usaid.gov

Attention: Executive Officer
USAID/Afghanistan
Human Resources Office

Applicants may submit an application against this solicitation prior the closing date and time specified in Section I, item 3 mentioned above unless revised. The highest ranking applications may be selected for an interview.

Qualified applicants must submit the following documents or their applications will not be considered for this position:

1. U.S. government AID 302-3 form which is available at the following website: <https://www.usaid.gov/forms/aid-302-3>
2. A current curriculum vitae (CV) or resumé.
3. A minimum of three (3) professional references with telephone and e-mail contacts, who are not family members or relatives, with working telephone and email contacts. The applicant's references must be able to provide substantive information about his/her past performance and abilities. At least one reference provided should be a current or former supervisor.
4. A supplemental document with written responses to the Evaluation Factors.

Candidates who are applying for this position must fully meet the education requirement (graduated and degree and/or diploma already received) as specified. At the time of applications, candidates must also meet in full the experience requirement. There is no exception for these requirements.

Short-listed candidates will be requested to provide educational documents such as degrees, diplomas, certificates and other pertinent documents as needed. Failure to provide the required documentation will result the rejection of their application from further consideration.

Please cite the solicitation number and position title within the subject line of your email application. Any attachments provided via email must be compatible with Microsoft Word 2003 or PDF and not zipped. Note that attachments to email must not exceed 3 MB. Application letters and forms must be signed. Incomplete and unsigned applications/forms will not be considered.

Only short listed candidates will be contacted.

The Agency retains the right to cancel or amend the solicitation and associated actions at any stage of the recruitment process.

V. LIST OF REQUIRED FORMS FOR PSC HIRES

The Contracting Officer will notify the selected applicant and provide instructions regarding how to complete and submit the following forms:

1. Declaration for Federal Employment (OF-306)
2. Medical History and Examination Form (DS-6561)
3. Pre-Deployment Physical Exam Acknowledgement Form (DS-6570)
4. Questionnaire for Sensitive Positions for National Security (SF-86), or Questionnaire for Non-Sensitive Positions (SF-85)
5. Finger Print Card (FD-258)

VI. BENEFITS/ALLOWANCES

As a matter of policy, and as appropriate, a PSC is normally authorized to the benefits and allowances listed in this section.

1. BENEFITS:

- 1) Contribution toward Health & life insurance
- 2) Pay Comparability Adjustment
- 3) Eligibility for Worker's Compensation
- 4) Annual & Sick Leave
- 5) Access to Embassy medical facilities, commissary and pouch mail service as per post policy

2. ALLOWANCES (If Applicable)*:

- 1) Temporary Lodging Allowance (Section 120)
- 2) Living Quarters Allowance (Section 130)
- 3) Post Allowance (Section 220)
- 4) Supplemental Post Allowance (Section 230)
- 5) Post Differential (Chapter 500)
- 6) Payments during Evacuation/Authorized Departure (Section 600)
- 7) Danger Pay (Section 650)
- 8) Education Allowance (Section 270)
- 9) Separate Maintenance Allowance (Section 260)
- 10) Education Travel (Section 280)

* Standardized Regulations (Government Civilians Foreign Areas).

*Eligibilities for allowances are in accordance with Standardized Regulations (Government Civilians Foreign Areas) based on the type of appointment and Mission Policy.

VII. TAXES

USPSC's are required to pay Federal income taxes, FICA, Medicare and applicable State Income taxes.

VIII. USAID REGULATIONS, POLICIES AND CONTRAT CLAUSES PERTAINING TO PSCs

USAID regulations and policies governing USPSC awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix D**, "Direct USAID Contracts with a U.S. Citizen or a U.S. Resident Alien for Personal Services Abroad," including **contract clause "General Provisions,"** available at https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf.
2. **Contract Cover Page form AID 309-1** available at <https://www.usaid.gov/forms>.
3. Acquisition and Assistance Policy Directives/Contract Information Bulletins (AAPDs/CIBs) for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs>.
4. **Ethical Conduct.** By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the "**Standards of Ethical Conduct for Employees of the Executive Branch,**" available from the U.S. Office of Government Ethics, in accordance with **General Provision 2** and **5 CFR 2635**. See <https://www.oge.gov/web/oge/nsf/OGE%20Regulations>.

ALL QUALIFIED APPLICATIONS WILL BE CONSIDERED REGARDLESS OF AGE, RACE, COLOR, SEX, CREED, NATIONAL ORIGIN, LAWFUL POLITICAL AFFILIATION, NON-DISQUALIFYING DISABILITY, MARITAL STATUS, SEXUAL ORIENTATION, AFFILIATION WITH AN EMPLOYEE ORGANIZATION, OR OTHER NON-MERIT FACTOR.